

18\05\2025

Haoyue Guan

Communication
design



@ittle

Map

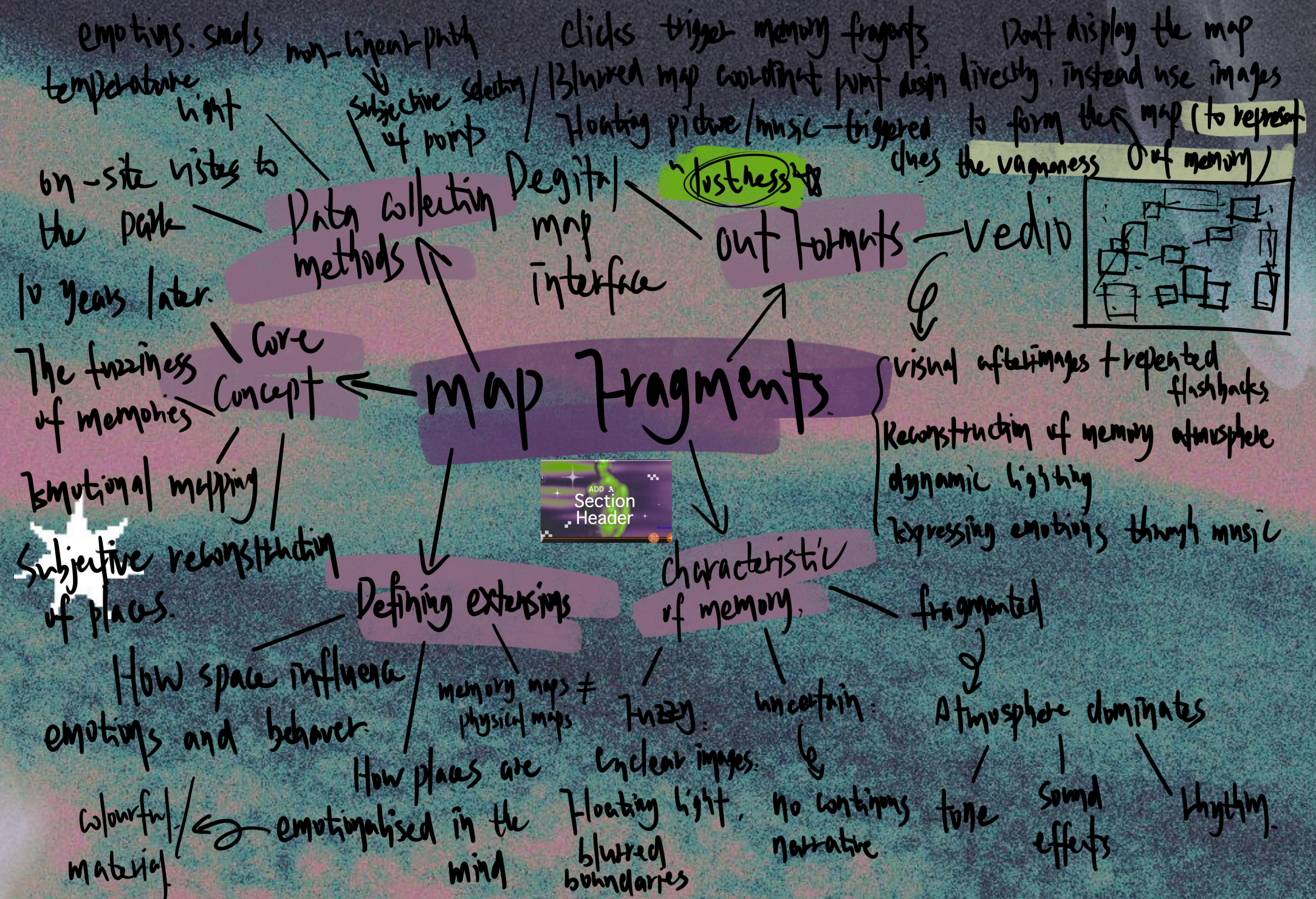
FRAGMENTS



IDEA

& Inspiration

This project is based on an idea: ten years from now, when I no longer live in the UK, my memories of the time I spent in a park in Southampton will no longer be clear and vivid, but will instead appear blurred, vague, and dreamlike. It is this 'delayed memory image' that forms the visual starting point and emotional core of this work.



FIELD VISIT



FIELD VISIT



Use blurred images to express blurred memories.

listen music on the bus.

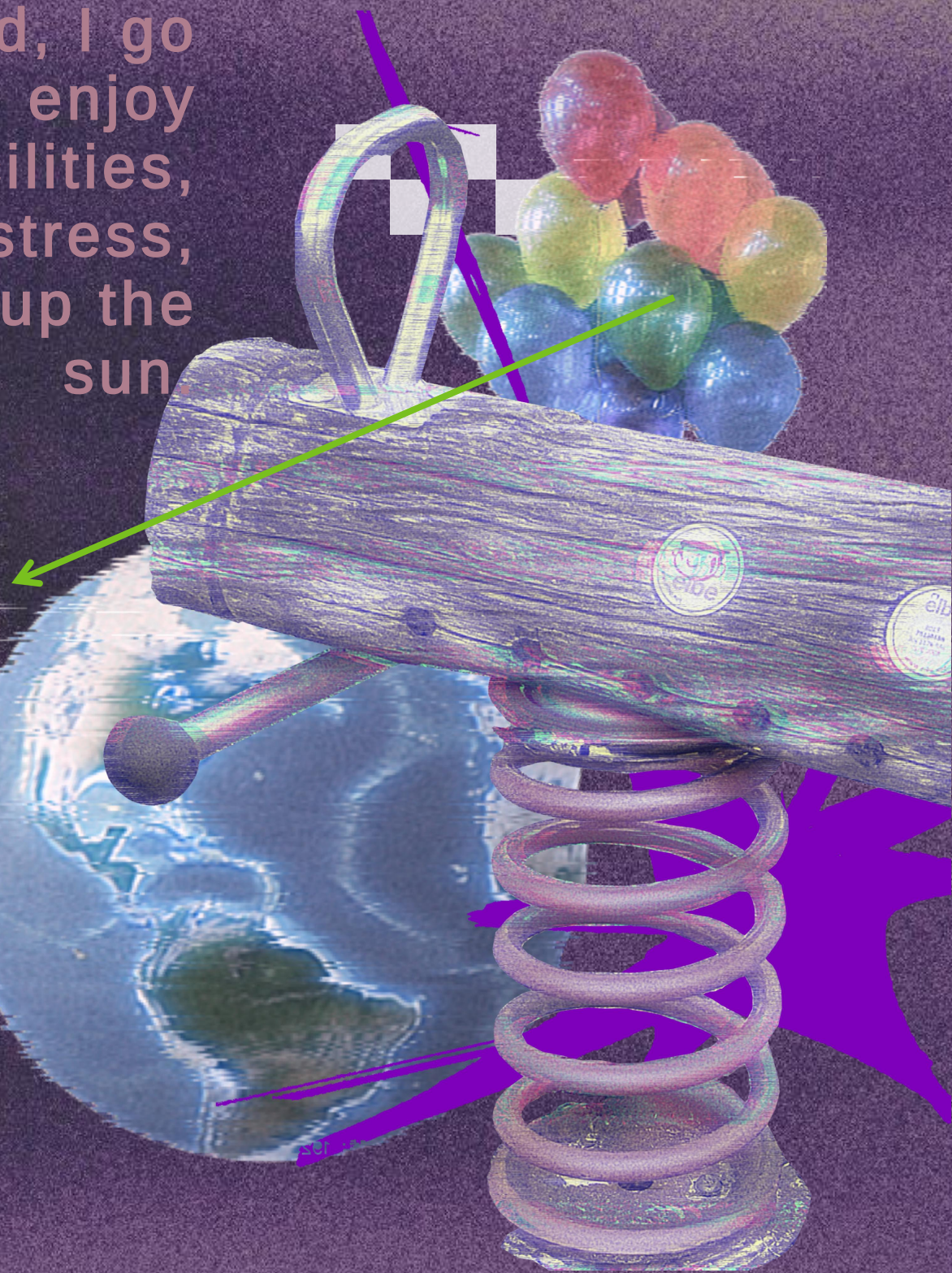


Important places in my memory\Collage art display of elements related to buses.

FIELD VISIT

When no one is around, I go there to enjoy the facilities, relieve stress, and soak up the sun.

Balloons bought near the park.





The pattern on the park floor. I injured myself here while skateboarding.



Expressing emotions with grey tones: I usually rest here when I am under pressure.



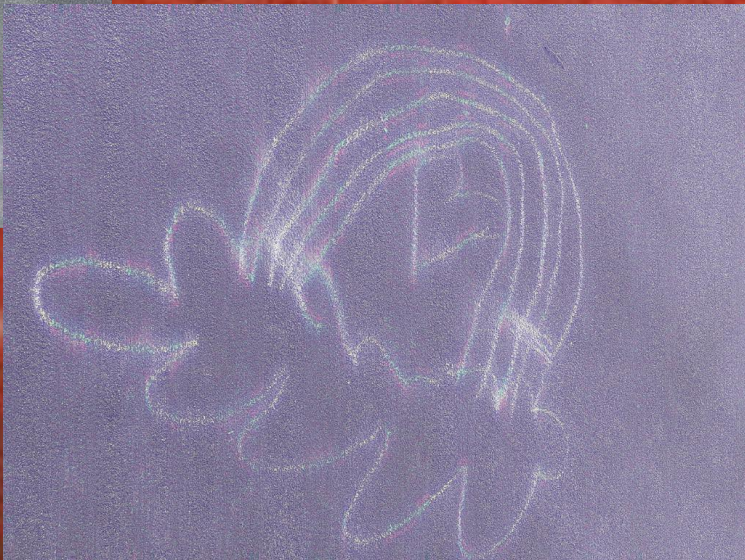
If you have food in your hands, such as chips or pancakes, you will be attacked by seagulls when walking through the park.



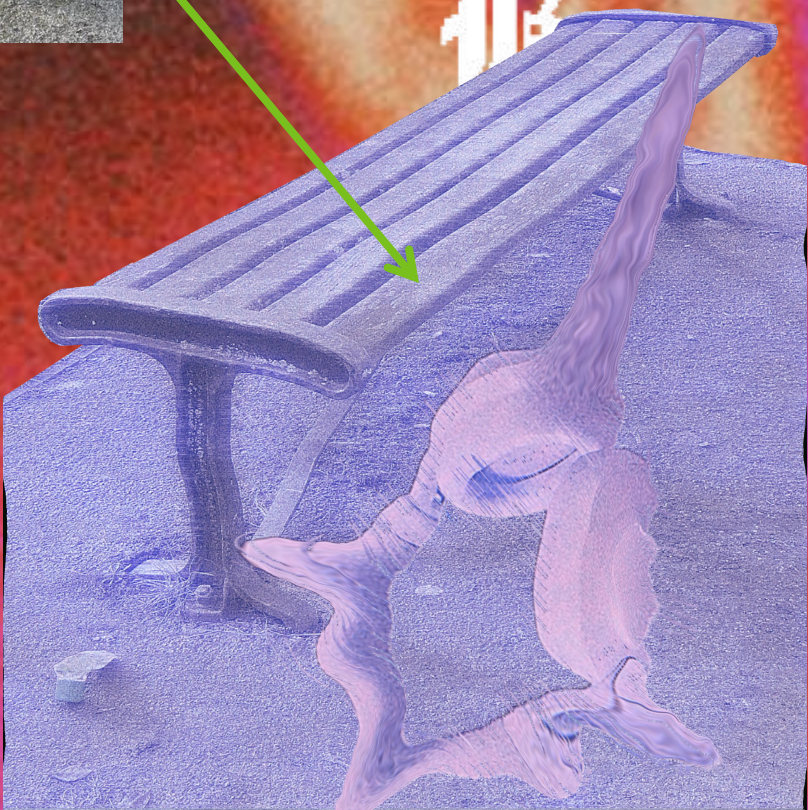
FIELD VISIT

FIELD VISIT

FIELD VISIT

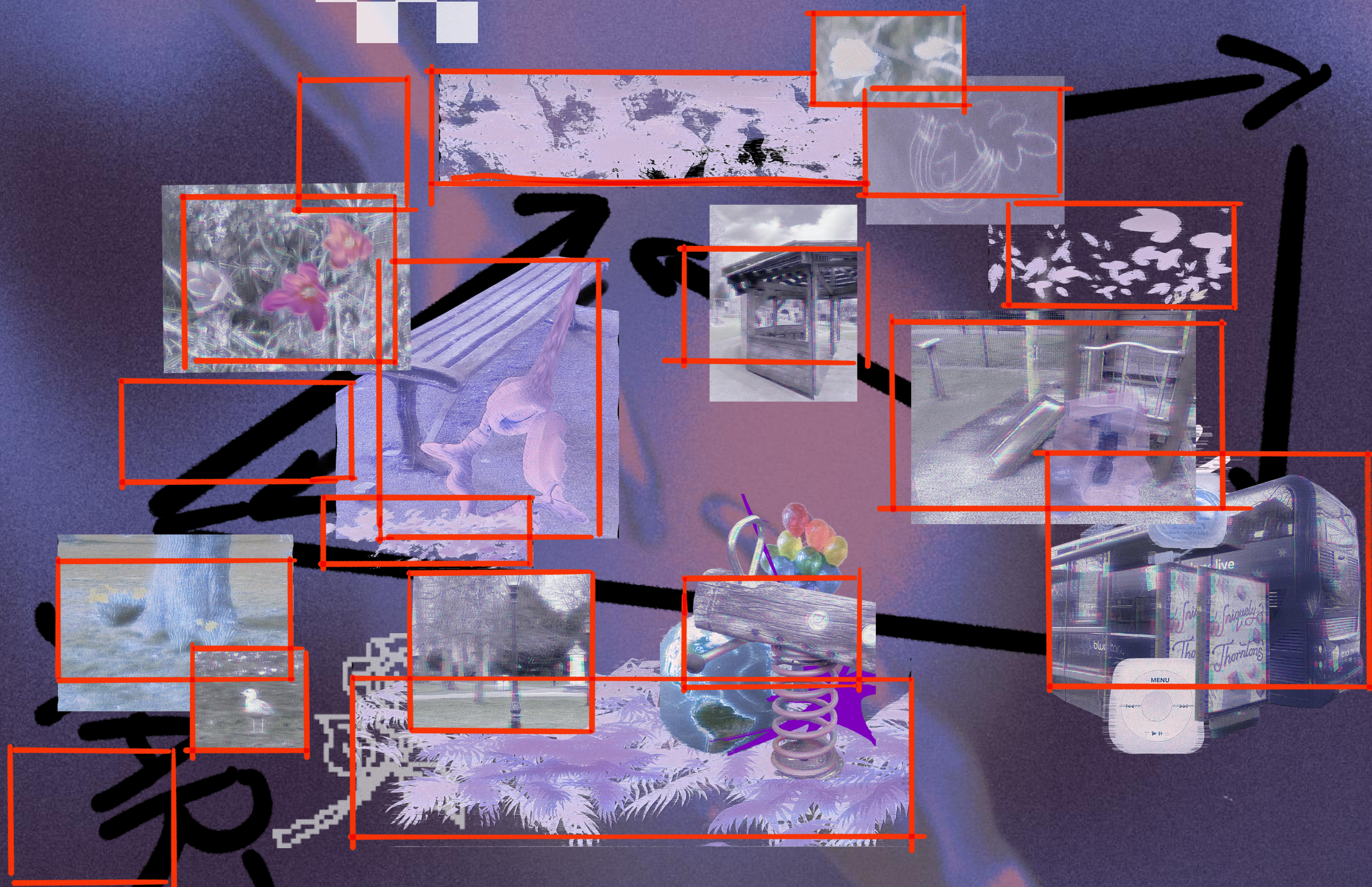


Add
headphone
elements to
indicate
that
interaction
typically
occurs
here.

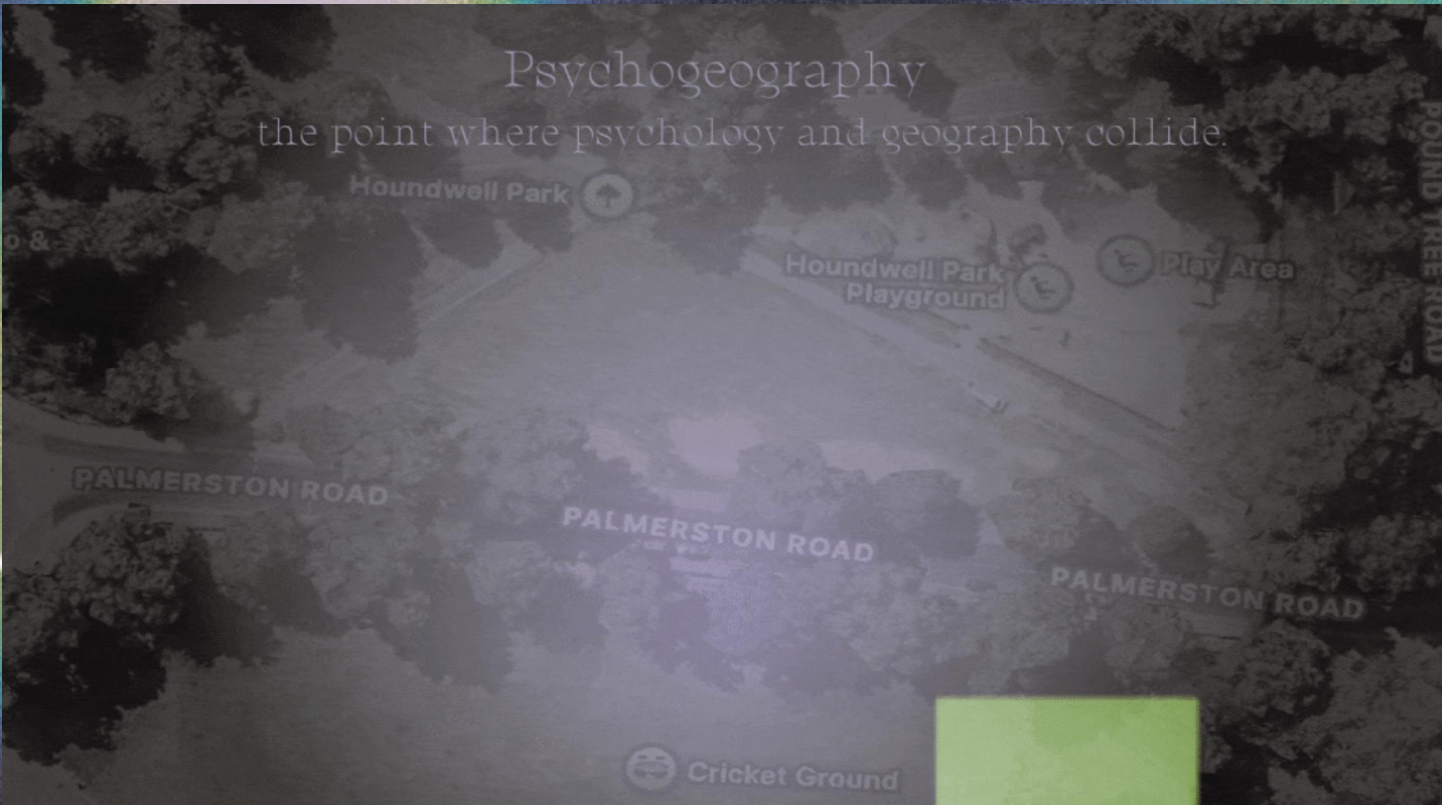
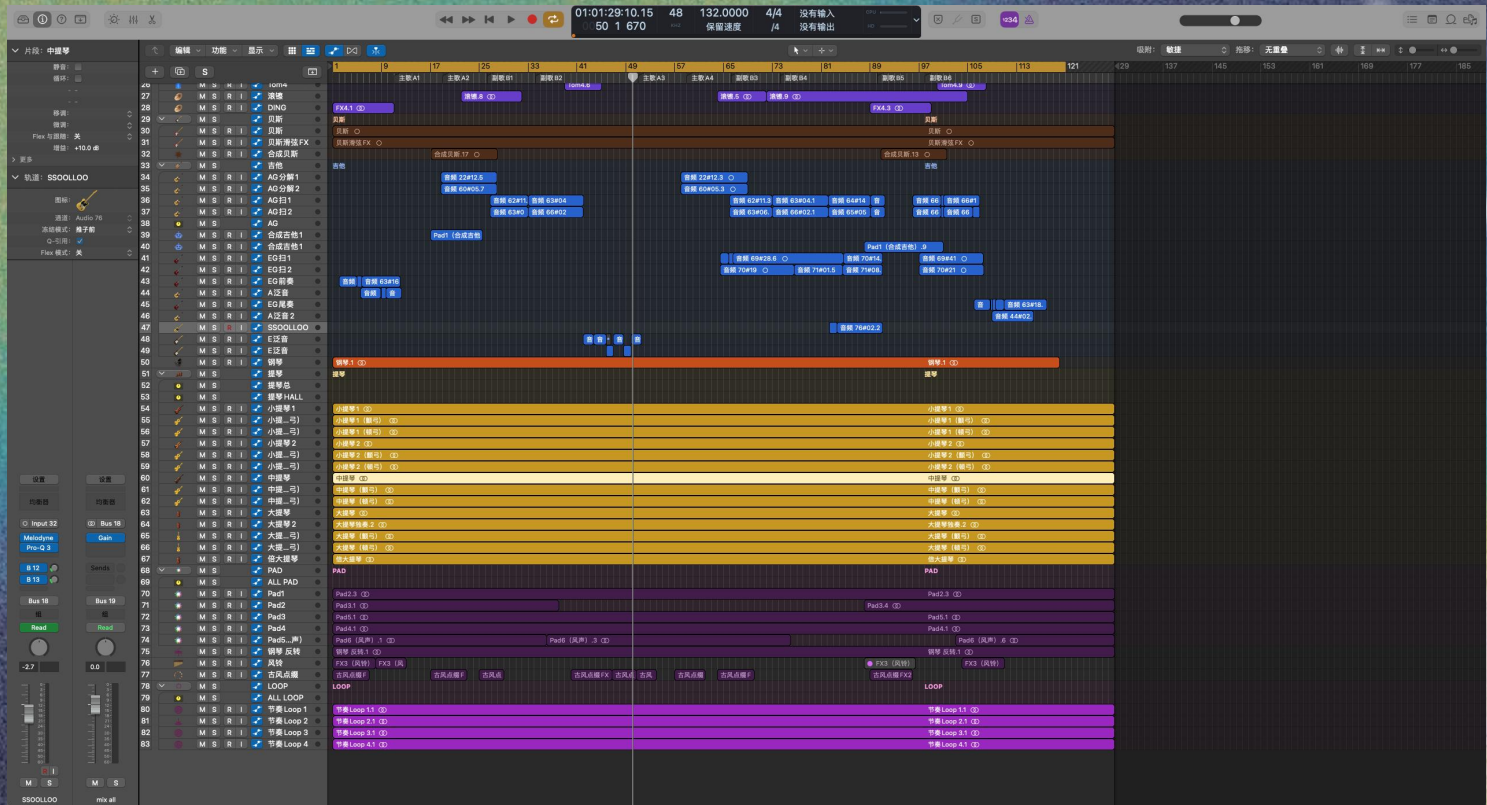
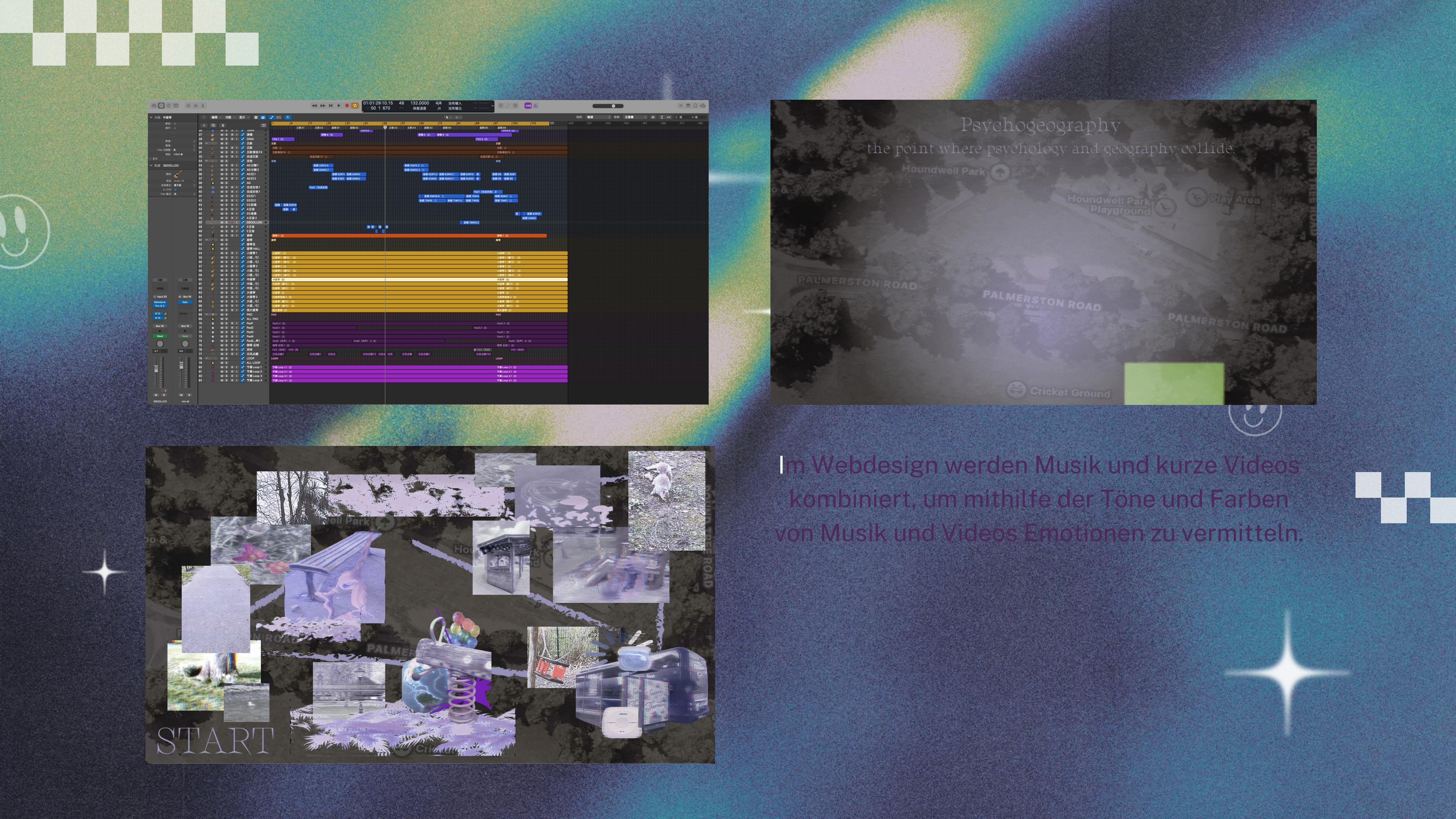


An important
part of the
park: the
plants. In
spring, they
attract many
insects.

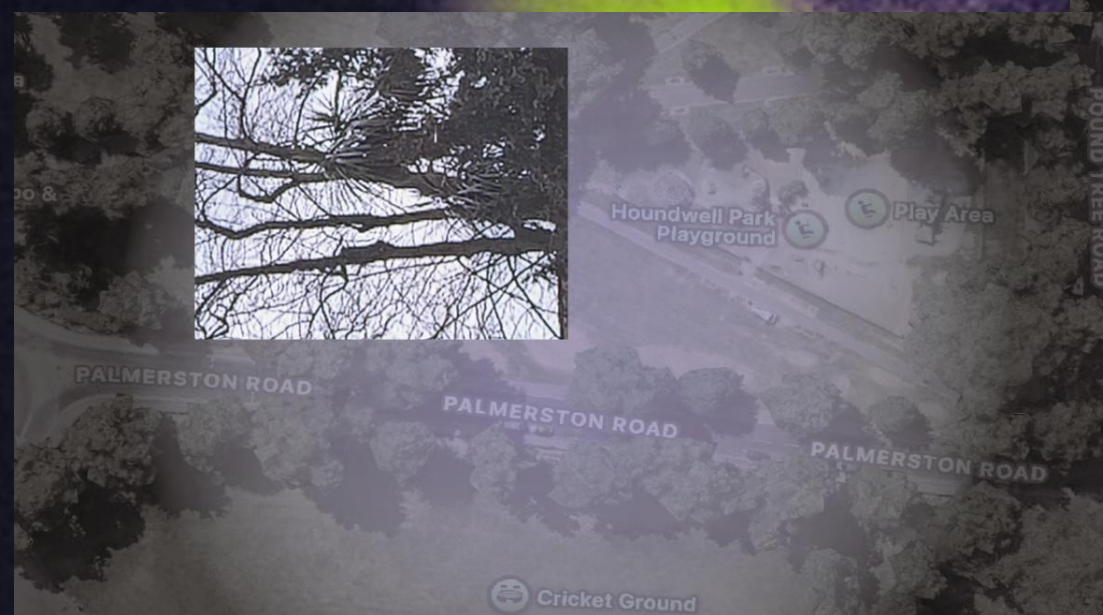
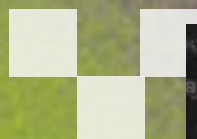
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This work aims to allow viewers to intersect with ‘my’ memories and experience how memories change over time. It questions whether maps must necessarily be accurate geographical representations, proposing another possibility: maps can also be vague, abstract, and emotional, serving as an interface for ‘walking again in memory.’



Im Webdesign werden Musik und kurze Videos kombiniert, um mithilfe der Töne und Farben von Musik und Videos Emotionen zu vermitteln.



The work is presented in an abstract video format, employing techniques such as layered video textures, floating layers, and repetitive rhythms to simulate how memories are reconstructed in the mind. A deliberate slight misalignment between sound and image creates a perceptual tension reminiscent of memory loss. What the viewer experiences is not a clear record, but rather an interface of memory: uncertain, incomplete, yet deeply emotional.

Video link:

https://youtu.be/JXtcenjbR_4?si=wHlcphPZF_Qb2gJU

Web page testing:

https://youtu.be/9kWtSwlnp7M?si=Y7qw_pXoQk-F52m1





Thank you!

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